

Placement Office now has two jobs for each graduate

Job-hunting George Brown graduates are now becoming the prey for an increasingly large horde of staff-hungry employers.

In 1986 there were - on average - two employers with jobs for each of George Brown's 4,000 full-time graduates, according to recent Placement Department statistics.

Placement Officer Claudia Wong says 1987 could be even better.

"Some programs are inundated with (employer) requests."

The number of employers clamouring for George Brown graduates has jumped by 30 per cent since 1985.

Last year there were more than 12,000 requests for students - about two thirds of them for full-time positions.

The largest increase was at St. James Campus where employer requests - primarily for graduates of business and office administration programs - increased 57 per cent from 1985.

The number of employer requests for students at all campuses in 1986 was up more than 200 per cent from the level recorded in 1982.

A healthier economy and greater employer interest in College grads is reflected in recently released placement statistics for graduates of skill training programs, Wong says.

For the year ending in August, 1986, 92 per cent of graduates found work, an increase of two per cent from the year before and the highest level in the last five years.

The number of graduates who found jobs related to their program was up three per cent to 82 per cent.

George Brown graduated 2,344 students from the short, certificate programs - many of whom were unemployed or underemployed people sponsored by Employment and Immigration Canada.

Graduates reported earning starting salaries of an average \$15,750 a year.

The placement rate for graduates of post-secondary programs in 1986 was 95 per cent, with placement in jobs related to programs up to 90 per cent.



Photo: Neil McGillicuddy

PINT-SIZED - Furniture Production and Design student John Davison shows his year-old daughter Karina a model he made of a plexiglas folding chair. Karina was one of hundreds of visitors who toured facilities of the Kensington Campus program and saw examples of student work in early April. The Open House was organized by instructor Peter Codd and students Harold Knogl and Debbie Clark.

Initiatives funds go to boost image

A toll-free information line, new campus signs, and a scholarly journal are some of the projects being funded this year by New Initiatives grants.

In all, the College Planning Committee chose to fund 25 projects with an emphasis on those that present a better image of the College to the public and prospective students.

A quarter of the approved projects - and a quarter of the \$211,000 allocated - are for physical improvements that vary from awnings outside campus entrances to renovated main floor washrooms

at Kensington Campus and improved wheelchair accessibility for 500 MacPherson.

College Planner Rick Quine says the Committee decided to use the annual special grants to address current problems.

In past years, New Initiatives grants have been used to finance computer purchases and training and to try new educational delivery methods, he says.

The Committee chose from 104 projects submitted for funding by divisions and departments.

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Comment by Doug Light

Operational Review: A one year report

A year ago, George Brown embarked on the first phase of the most thorough and complete review of its operations ever. Every year for three years, specially chosen teams of staff and outside experts are reviewing a third of the College's operations. They report to a Steering Committee chaired by a faculty member, Andrew Wilson, and to the Board of Governors which then submits a report to the Ministry of Colleges and Universities.

The composition of each team for the first year of the operational review was carefully matched to the needs of the Division or Department under review:

- Dr. Doris Ryan of the Ontario Institute for Studies in Education was chosen to review the operation of the Board of Governors and the President's Office.
- Management consultants from the firm of Clarkson Gordon took a close look at the operation of the Payroll Department.
- Educational experts from several universities in Canada aided in a program-by-program evaluation of the Health Sciences and Community Services Division.
- The teams reviewing Educational Resources and Physical Resources Departments made use of the expertise of our Research and Planning Department staff and Touche Ross as outside consultants.

While the report to the Ministry is a slim document, the full team reports and background research already fill half a filing cabinet drawer. As you would expect from this type of research - the recommendations in virtually all cases go far beyond generalities. Each report is an honest and objective evaluation of performance - with practical recommendations on how to improve it.

Changes have already been made in College operations as a result of the review, and the College is now looking at ways of implementing more recommendations given current financial and staffing constraints.

The review process, with Dr. Bob Gwilliam as chief resource, is forging ahead. Review teams for the second phase of the review are already at work.

Grants address image and marketing

Continued from page 1.

The following projects, in order of the Committee's ranking, are being funded in the 1987/88 financial year that started on April 1:

- The Continuing Education and Marketing Division will improve long-distance telephone information services with a toll-free number.
- The Division will also develop a "Summer School" program for children and teenagers.
- The Physical Resources Department will develop and install a new inside signage system for campuses.
- It will also paint, repair and clean up parts of Casa Loma Campus.
- Physical Resources will develop a workshop for use by students enrolled in Canadian Jobs Strategy programs.
- The Professional Development Department will develop a Job Effectiveness Program for support staff.
- The Registrar's Department will train staff to use the new student records system.
- The Professional Development Department will buy equipment to improve the look of its publications.
- The Registrar's Department will create an orientation package for new staff.
- The Professional Development Department will distribute educational computer software.
- The Physical Resources Department will improve the appearance of College building entrances.
- The Continuing Education and Marketing Division will prepare information on College services for prospective students.
- The Physical Resources Department will renovate outdated washrooms located on the main floor of Building Three at Kensington Campus.
- The Library will increase wheelchair accessibility to the Casa Loma Library.
- The Professional Development Department will develop a two-day seminar for chairpeople.
- The Continuing Education and Marketing Division will expand its campus visit programs for prospective students.
- The Registrar's Department will review and update its policies and procedures.
- The Academic Division will advertise an open house to the community.
- The Registrar's Department will train supervisory staff.

- The Professional Development Department will develop a workshop for teacher training facilitators.
- The Student Services Department will prepare information for staff working with disabled students.
- The Research and Program Development Department will publish a scholarly journal.
- The Physical Resources Department will improve wheelchair access to 500 MacPherson.
- The Technology Division will develop promotional videos.
- The Physical Resources Department will equip campus managers with computers.

Advisory committees under Board scrutiny

George Brown's program advisory committees are coming under the close scrutiny of the Board of Governors' Education Committee.

The Committee is systematically looking at the operation of each group to see how it operates, says Board and Committee member Jenny Ono.

"We've adopted this as our project for the year."

The Committee, which is chaired by Board member Bill Reno, will look at the composition of advisory committees, how often they meet and who actually attends the meetings, Ono says.

It will also monitor the minutes of advisory committees to see what decisions the groups make.

Advisory committees, which are made up of industry representatives, graduates, and College staff, recommend changes in academic programs.

The Education Committee looked at the operation of Community Services Division program advisory committees at its March meeting.

Journal seeks papers

David Crombie will write the lead article for a scholarly journal being published by the College this year.

The diminutive Member of Parliament and former Toronto Mayor will help launch the free bi-annual, national circulation publication which will contain up to eight scholarly articles written by College staff, says Research and Program Development Dean Dr. Bob Gwilliam.

The *George Brown Journal* is currently seeking 200-word précis of articles for its first issue, which has a deadline of June 30, he says.

Toast the 20th with College's own drink

George Brown staff can now toast the College's 20th Anniversary with their own special cocktail.

Peach Fuzz is the name of the peach schnapps, grenadine, and raspberry soda concoction that won Hospitality student Shirley Margeson first prize in a recent competition to select the Anniversary drink.

The competition, held at the Kensington bar lab, drew 81 student entries, with eight finalists chosen by Board of Governors member Jenny Ono, (who also chairs the 20th Anniversary Planning Committee), Hospitality instructors Joe Abes and Stephen Langley and Hospitality Division Special Events Co-ordinator Ellen De Boer.

"We picked *Peach Fuzz* because it's crisp and clean tasting," says De Boer.

Margeson, a first-year Food and Beverage Management student, won a

bartending text-book, a Dr. McGillicuddy's Peach Schnapps T-shirt (the liquor brand sponsored the contest) and a cash award.

Margeson's invention has already proved to be a sell-out success.

"At the March reception and dinner for the Council of Regents, we served the drink and sold out of it before the end of the evening," says De Boer.

To start celebrating yourself, here's the recipe for George Brown's official libation:

Peach Fuzz

Build the drink in a high-ball glass. Start with ice, add a dash of grenadine, 1-1/4 ounces of Dr. McGillicuddy's Peach Schnapps and fill it to the top with Raspberry New York Seltzer. Garnish with a fresh raspberry and peach slice; add a long straw.



Photo: Albert Li

Marketing students Ray Murphy, Sanda Stosic and Evelyn Lanznaster (seated) won a recent student competition with a plan for a west-end nightclub.

Events

April 23 - College Council Meeting, 8:30 a.m., Boardroom 500 MacPherson.
- First and second year Fashion students present their annual spring fashion show: *Fashion Forecast '87*, 2 p.m. and 8 p.m., Kensington Campus Gymnasium, Building 3, third floor. Tickets: \$5 for the afternoon show, \$10 for evening show (Includes hors d'oeuvres and cash bar.) Reserve seats by calling Dawn Zimmer (ext. 4303).

April 29 - George Brown's Men's Spring Basketball League starts play tonight, 6:30 to 10 p.m., Casa Loma Gym. Call Athletics (ext. 3280) for information.

April 29 - Meeting with Pene Davey, Head of the School of General Studies, Elizabeth College, Adelaide, Australia. 9:15 a.m., Kensington Boardroom. Contact Yvette Jones (ext. 3294) for information.

April 30 - Blood Donor Clinic in the Kensington Campus Gym, 9 a.m. to 3:30 p.m., Building 3, Fourth Floor. The Red Cross goal is 100 units.
- Retirement Party for Phyllis Morley, Assistant Dean of the Health Sciences Division, 3:30 - 5:30 p.m., Casa Loma Staff Lounge. Call Marion Goltz (ext. 2501) for details.

May 4-14 - Special staff session of the Basic Sailing Course. \$85. See page 38 of the *Spring/Summer Continuing Education Directory* for details.

May 5 - Board of Governors meeting, 6 p.m., Boardroom 500 MacPherson.

May 11 - Signwriting Department Open House for industry representatives. Exhibition 5 to 7 p.m., reception 7 to 9 p.m. St. James Eighth Floor. Call Fred de Jong (ext. 3254) for information.

May 13-14 - Metro College Faculty Workshop: Innovative Practices, presented by staff at Humber College, Etobicoke, 9 a.m. to 4 p.m., Free. Call Marci Davis (675-3111, ext. 4364) for information or to register.

May 28/29 - Phase IV of the Instructional Effectiveness Program for all teachers who have already completed Phases I, II and III. Casa Loma campus. Contact Maria De Notaris (ext. 3293) or Yvette Jones (ext. 3294) for information.

May 29 - Annual Metro Colleges Support Staff Conference, featuring an address by keynote speaker Janice Fawn, Assistant Vice-President, Human Resources Management, Northern Telecom, workshops and lunch. 9 a.m. to 4 p.m. Hosted by Centennial College, Scarborough. Free for support staff. Call Maria De Notaris (ext. 3293) to register.

May 30 - The Second Annual College-wide Staff Picnic will be held on Olympic Island (on Centre Island) starting at 10 a.m. Games, races and refreshments for young and old. Tickets are \$10 and can be obtained from Campus Managers.

Nightclub plan takes first place

A group of George Brown marketing students have devised a prize-winning plan to take some of the heat off the airport strip.

The group says a trendy restaurant and nightclub closer to the Lake in south Etobicoke would lure west Toronto fund-seekers away from the strip's hotels and bars - and make money.

Their feasibility plan for the club won first prize in the recent 1987 Future Marketers competition sponsored by the Toronto Chapter of the American Marketing Association.

The proposed club - called Hero's - would be located in the currently sedate environment of the Sherway Gardens Shopping Mall.

"We wanted it to have an image of fun," says student Evelyn Lanznaster, "Our original (marketing) idea was 'Come to Hero's where you'll be treated like one'."

Lanznaster was teamed with Sanda Stosic and Ray Murphy, both natives of Etobicoke. They were the fifth group of George Brown students to win top honours in the annual competition since it was started 10 years ago.

Another group of students won second prize in the contest for their feasibility study for a student-run variety store at St. James Campus.

Student teams from community colleges and universities across Ontario entered the contest.

Names in the News

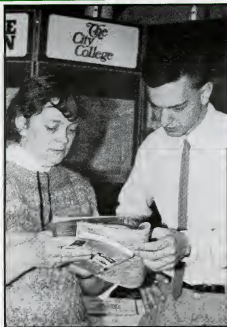
What do Beatles **John, Paul, George** and **Ringo** have in common with Chiropody Program Co-ordinator **Charles Freebairn**? Both the Fab Four and Freebairn belong to the prestigious Order of the British Empire. Freebairn was made a Member of the Order in 1976 by **Queen Elizabeth II** in a special ceremony in the Throne Room of Buckingham Palace. The award recognized Freebairn's contribution to the development of chiropody services in his native Scotland. Besides the MBE, Freebairn was also a Justice of the Peace in Scotland - a position that involves passing judgment on criminal cases once a month as a member of the Magistrates' Bench. He weighed cases involving assault, shoplifting, traffic offences and public drunkenness. "It made me quite humble," he says. Freebairn came to Canada in 1982 to co-ordinate the Chiropody program and work at Toronto General Hospital.

R-2000 meant \$-2000 for two groups of George Brown Architectural Technology students in a recent province-wide design contest. Teammates **Joseph Cheung** and **Attila Fogarasic** tied with **Benny Domingos** and **Dusan Lukic** for fourth place in the R-2000 Design Challenge sponsored by the Ministry of Energy, Mines and Resources. Both groups received an honourable mention and \$1,000 for their design of an energy efficient, single family house in this annual competition.

Fitness Instructor students **Tracy Hebert**, **Cindy Phillips** and **Carol-Ann Cook** raised \$690 for the Heart and Stroke Foundation with a March Casa Loma fitness show.

Proceeds from a recent Affirmative Action Advisory Committee dinner/dance will be awarded as a scholarship for a woman student. **June Kingshott** presented a cheque for \$250 at a recent AAAC meeting to Financial Aid Manager **Dudley Campbell**.

Hospitality instructors **Roger Romberg** and **Stephen Langley** are several steps closer to competing with their student teams in an international culinary competition in Vancouver in July thanks to \$4,000 raised at a dinner in early April at Plumer's.



Civil Engineering Instructor **Louise Kruihof** helps camera salesperson **Terry Anthony** choose a course at a **George Brown** booth in the **Eaton Centre** in early April. It was the first time the College had a display in the downtown mall.

Ian Chin Pang is no Detroit hot shot, but when the Marketing student talks, General Motors listens. Pang was recently named to the car maker's Youth Advisory Council - a volunteer job that earns him a \$1,000 bursary. GM wants to know how young people react to their products and services - they even send their youthful advisors to anonymously check out competitors.

Business student **Kim Robinson** has been selected for the Ontario and Canadian Women's All-Star Basketball team. In other news, George Brown's Indoor Soccer team has won the first Ontario Championship. Coached by **Warren Green**, the team was undefeated in round-robin and championship competition.

City College News

is a monthly publication of the Continuing Education and Marketing Division of George Brown College at 238 Adelaide St. E., Toronto, Ontario, M5A 1N1. (416) 967-1212, ext. 3240. Editors: Kadi Kaljuzins, Neil McGillivray. Writing: Neil McGillivray. Contributors: Alison Hope, Tracy Noylan. The next issue of *City College News* will be published May 21. The deadline for submissions is May 7.

George Brown  The City College

How good are community-based co-operative education projects? And how do they measure their success? That's what **Steve Anderson** is going to try to figure out this year. The Evaluation Consultant has been hired on a contract basis to work out an evaluation system for the College's 28 community affiliates in a project funded by the Ministry of Skills Development.

Ruth Adliff, **Maria De Notaris**, **Pat Munro**, **Anna Samples**, **Sylvia Sciarra**, and **Marg Whittleton** are taking a close look at each other's jobs in a pilot Job Shadowing project sponsored by the Affirmative Action Advisory Committee.

Four English and Liberal Studies instructors have been seconded to work on community literacy projects for young people. **Michael Tumpene** and **Anita Watkins** are working on the YMCA's Job Generation project. **Doug Rolling** and **Barbara Dyce** are working on the Metro Youth Job Corps project.

Some people wear their heart on their sleeves, Second Year Stationary Engineering student **David Tonelli** wore his in black and white in the pages of the *Toronto Sun*. Tonelli made a public proposal of marriage to **Susan Kret** in **Paul Rimstead's** column in the paper in early April. The next day, Rimstead carried the announcement that **Kret** had said yes.

The Personnel Department has told us of the following staff changes:

Internal transfers include: **Shawn Kirkup**, who has returned to a support position with the Finance Department after a secondment with the Registrar's Department; and **Domenica Semplicio**, who left a support position in the Fashion Division at Kensington for a position with the Business and Industry Training Division at St. James.

Retiring from the College as English as a Second Language instructor **William Frye** who has been with George Brown since it was established.

Leaving the College are: **Gillian Cave**, **Susan Collier-Ducquette**, **Nieves Foster**, **Nicette Klemoff**, and **Judith Newman**.